



# Information, Education, Communication in Population

POPULATION IEC MATERIALS SERVICE

November 1973

EAST-WEST CENTER

Honolulu, Hawaii USA

## Newly Acquired Resource Materials Now Available

The Communication Institute maintains a resource collection of materials on the application of communication to development programs. This worldwide collection stresses unpublished reports and other documents that are not routinely collected by libraries nor listed in standard bibliographies.

New materials on population/family planning information, education, and communication are being added to the collection constantly. These new additions to the collection are listed in this supplement which accompanies each issue of the *IEC Newsletter*. Relevant materials collected by the East-West Population Institute are also listed.

Program administrators, communication specialists, and other interested practitioners, trainers, and researchers are welcome to request copies of these materials for use in their work. The Institute can provide reproductions of most of these materials in the form of either photo copies or microfiche. When it is not possible to supply copies of a particular item due to its bulk or due to limitations on its circulation, the requestor will be referred to the original source. Those reviews of noteworthy books, manuals, and handbooks that may appear in the *IEC Newsletter* will include information on the source and price of the publications.

Copies of materials are provided by the Institute at cost or on an exchange basis. "Exchange" simply means that in return for reproductions sent to the re-

questor, the Institute asks that he supply relevant reports, newsletters, campaign materials, and other items available now or in the future. These will then be added to the Institute's collection in order to maintain and expand this clearinghouse service for the benefit of people working in population IEC around the world.

Requests should be directed to Population IEC Materials Service, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822 U.S.A. **Please request each item by its code number.**

### General Strategies and Programs

15-1: Allen, James E. and Sagar C. Jain. *Multagency participation in family planning administration*. From PUBLIC HEALTH REPORTS, vol. 86, no. 8, August 1971, 6 p.

The need is indicated for a multiagency approach in which the clinical, educational, and administrative aspects of family planning programs can be given equal organizational weight. The authors discuss the inadequacies in current programs. Both active interagency cooperation and leadership by public health departments are stressed.

15-2: Banerjee, A.M. *Administrative components of a family planning programme*. Kuala Lumpur, International Planned Parenthood Federation, South East Asia and Oceania Region, 1972, 16 p.

The need for an integrated application of modern concepts of administration to family planning administration is discussed. Effective multi-dimensional administration is described in terms of: organizational patterns, personnel, goals, supervision and coordination, financial management, communication, evaluation, and research. Examples of each concept are included.

15-3: Deeds, Sigrid G. *A guidebook for family planning education*. Columbia, Maryland, Health Sys-

The Communication Institute is beginning an evaluation project on its Population IEC Materials Service. The project is based on "feedback" about annotations and abstracts and their effectiveness in providing users with information on documents. A short one-page questionnaire will be attached to some of the requested documents. The Institute would appreciate the cooperation of users of its services in responding to the questions. A more effective, useful, and improved service is thus anticipated.

tems Division, Westinghouse Population Center, June 1973, 93 p.

A general framework for designing and improving educational components of family planning programs in the U.S. is provided. Methods and techniques in education, planning, and selection and utilization of materials are discussed in this manual which is written for the educational specialist or person responsible for the educational services of a family planning program. Information is presented in step-by-step format with some examples to illustrate points. The appendices include general references, selected sources for family planning information, and technology and training.

15-4: Development Support Communication Service. *Family planning communication development and integrated campaigns: plan of operation*. Bangkok, Thailand, DSCS, February 1972, 63 p. *Illustrations*.

The contract terms of a 3-year (1973-76) project for the Ministry of Public Health conducted by Development Support Communication Service are described. The project is designed to assist the Thai government in developing planned and integrated support communication for the National Family Planning Programme. Activities and objectives, Thai government obligations, organization and responsibilities, revision and eval-



uation of the plan are discussed. Descriptions of the project (research and activities to be undertaken, including specific communication programs and media materials production), schedule of operations, personnel and resources, map outline of activities, tentative network plan for health personnel, and budget allocations are presented in the appended work plan.

15-5:

*Family planning practices in India: the first all-India survey report.* Baroda, Operations Research Group, 1971 (?), 108 p.

In addition to presenting the results and analyses of a 1970 Indian national survey, the achievements of the family planning program are highlighted. The survey, based on data from currently married women (15-44 years old) and their husbands, was implemented to assess socio-economic and demographic characteristics of the couples; family planning attitudes and practice; interpersonal communication; and awareness of birth control methods; knowledge of, attitude toward, and use of Nirodh (condom); and factors associated with contraceptive practice and exposure to media. Data on current, past, and never-users of contraceptives are analyzed for implications for future programs. Validation of the survey and sampling is also discussed. The questionnaire used in the interviews and 80 tables covering the entire survey are appended.

15-6: Lozare, Benjamin V. and Erlinda P. Bustos

*State of health and health studies in the Philippines.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 15 p.

The state of health in the Philippines is summarized through the use of indirect indices drawn from statistical, epidemiological, and other data related to health. The organization of the Department of Health and of the family planning program is discussed briefly, and problems within the health services are listed.

15-7: United Nations, Economic Commission for Asia and the Far East, Population Division

*Communication aspects of family planning programmes: a review and future trends of work.* Prepared for UNESCO Meeting of Experts on Research in Family Planning Communication, Davao City, Philippines, 24-28 October 1972, 8 p.

ECAFE programs and seminars in the population field are briefly reviewed. Those future trends of work that are discussed include: 1) emphasis on action-directed research that can be directly utilized to strengthen program operations; 2) provision of standardized guidelines for the pretesting of

educational materials; 3) implementation of a 3-year project to study the integration of mass media and interpersonal approaches in a workable administrative unit in a few countries of the ECAFE region; 4) organization of a series of training courses and tests for trainers and middle to senior-level officials; and 5) organization of national seminars for the exchange of ideas and findings on research studies, case studies, and action programs in family planning communications.

15-8: United Nations Interagency Mission *Family planning evaluation mission to Ceylon.* Prepared for the Government of Ceylon by a United Nations Interagency Mission appointed under the United Nations Programme of Technical Co-operation with the financial assistance of UNFPA, New York, Commissioner for Technical Co-operation, Department of Economic and Social Affairs, United Nations, June 1971, 80 p.

Ceylon's National Family Planning Programme (its overall organization and policy; maternal, child and family planning services; general and out-of-school education; training of health personnel; finance; and motivation and communication) is reviewed. The family planning program within the overall context of Ceylon's economic and social development is examined, and the social and socio-psychological factors in relation to family planning attitudes and motivations are explored. Special problems encountered in program implementation are identified, and the needs for research are studied. Recommendations are given 1) to broaden the scope of family health services; 2) to suggest changes in job content and training which will enable midwives and other paramedical staff to play a more effective part in family planning services; and 3) to improve coordination and utilization of the government's communication resources in the schools.

## Use of Mass Media

15-9:

*Adam & Eve love boutique.* Chapel Hill, North Carolina, 1971, 9 p.

The Adam & Eve shop is billed as the nation's first birth control boutique. Rationales and goals for the establishment of this shop, located near the University of North Carolina campus, are described in the news stories. The shop is operated by Population Planning Associates, Inc., which was founded by Timothy Black and Philip Harvey.

15-10: Cernada, George P. and T.H. Sun *Mass media inventory.* Taiwan, 1972 (?), 15 p.

The role of mass media in the family planning program in terms of educational objectives and staff attitudes is described. Program content, audience analyses, media channels used, advertising and commercial sources, and an evaluation plan are summarized in the question-answer inventory. A 5-page

annotated bibliography related to mass media is included. Costs of the mass media program are detailed in a 2-page appendix.

15-11: Gillespie, R. and M. Loghmani

*Progress report on expanding mass media and functionary project to five provinces in Iran and developing a model family planning program in two districts in Esfahan Ostan, Iran, March 1973, 24 p. Appendices, 71 p. Illustrations.*

The first 6 months of the expanded mass media campaign are described in terms of background, problems, and campaign results. The model family planning program's background, setting, and strategy are summarized. The mobile unit and the education program using full-time family planning fieldworkers are discussed. Appendices include: the first report on the communication campaign; the second report on the mass media and functionary projects; mass media examples; contract and record forms; coupon examples; etc.

15-12: Kintanar, Thelma B.

*Attitudes toward the family life in Philippine short stories as published in selected periodicals: a report on work in progress.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 5 p.

The content analysis of the Philippine short story as published in 3 major Philippine periodicals over a 10-year period is summarized. The purpose is to identify those attitudes and values regarding the family and family life in the stories which could have implications for development and training in family planning communication. Categories for analysis and tentative findings are summarized.

15-13: United Nations Educational, Scientific and Cultural Organization

*Experts meeting on integrated approached (sic) to use of broadcasting and other communication media for family planning and other developmental programmes: secretariat background paper.* Kuala Lumpur, 14-18 August 1972, 74 p.

An integrated approach to the use of mass media and cooperation between broadcasters and family planning communication specialists at all stages of production are recommended. General problems of media planning and production are discussed, and various stages of pre-testing are outlined. Needs for research in media operation, media-audience interaction, efficiency of different presentation formats, and transferability of methods from one country to another are set forth. Ten country case studies are used as practical exercises in developing family planning communication programs.



15-14: United Nations Educational, Scientific and Cultural Organization *Mass communication infrastructure, its use in population/family planning and the research basis for such use in 20 selected countries: secretariat background paper*. Prepared for Meeting of Experts on Research in Family Planning Communication, Davao City, Philippines, 24-28 October 1972, 62 p.

An analysis of the existing research on use of communication in population/family planning among 20 countries indicates that little mass communication research is being conducted. Non-use of materials is attributed to lack of information channels and to over-influence of Western models of research in the developing countries. An ECAFE working group proposal to overcome these problems is presented. The gathering, the translation of these studies into less technical language, and their publication and distribution to participating agencies is recommended. References which give further insight into the research basis for use of media are listed. Countries analyzed include: Chile, Colombia, Costa Rica, Egypt, El Salvador, Ghana, Hong Kong, India, Indonesia, Iran, Kenya, Korea, Malaysia, Pakistan, Philippines, Sri Lanka, Singapore, Taiwan, Thailand, Tunisia.

15-15: Varona, Edwin M.

*Philippine mass media infrastructure*. From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 16 p.

The structure of mass media in the Philippines with emphasis on print, broadcasting, and film is investigated. National dailies, mass circulation magazines, specialized publications, community newspapers, radio and television stations, and movie outlets have been assessed for their contribution to mass communication progress and for their possible contributions to the family planning program. Maps showing the locations of the various media in the country are appended.

15-16: Wilder, Frank

*Major considerations in the application of satellite communications to India's family planning programme*. Prepared for Joint Study Group for Satellite ETV, Ahmedabad, Indian Department of Atomic Energy and the U.S. National Aeronautics and Space Administration, 25 January 1968, 11 p.

The need is emphasized for widespread public awareness of the family planning concept in India. The importance for all eligible couples to know of specific contraceptive methods and to adopt one of these methods is discussed. A satellite-centered television system as well as the widespread use of all available means of communication in India's family planning effort is recommended for the achievement of mass communication goals in the Indian family planning program.

## Formal Population Education

15-17: Council of State Social Studies Specialists

*Population profiles series: units 1-6*. Washington, Connecticut, Center for Information on America, 1971-1973, 48 p.

Teaching materials to encourage the study of population at the secondary level are presented in 6 eight-page units which are the first part of a total 14-unit series. These publications are a joint project of the Center for Information on America and the Council of State Social Studies Specialists. Topics such as the study of population, the size and growth of nations, trends in the health of Americans, childbearing, and migration, deal with the demographic, economic, and social aspects of U.S. population. Charts and a reading list are included in each unit to facilitate learning.

15-18: Mehta, T.S. and Ramesh Chandra, eds.

*Population education: selected readings*. New Delhi, Population Education Cell, Department of Social Sciences and Humanities, National Institute of Education, National Council of Educational Research and Training, November 1972, 164 p.

Background articles and papers for educational planners and teachers in population education are written by noted authors in the field. Topics covered include: general population education, in-school curriculum development, teacher training, role of voluntary organizations, review of Indian educational progress, and overview of world population problem with emphasis on India.

15-19: Viederman, Stephen

*Population education in schools: status and needs*. Prepared for the Ford Foundation, New York, May 1972, 36 p.

Definitions of and rationales for in-school population education and population literacy are discussed, as well as the relationships between population education, sex education, family life education, and environmental education. The status of population education, the process of developing population education programs, and the role of international agencies are examined also. Primary attention is directed to Africa, Asia, and Latin America. The author argues for population programs that explore the advantages and disadvantages of various family sizes, rather than those that aim at acceptance of the small family norm.

## Extension Education/ Interpersonal Communication

15-20: Responsible Parenthood Council *The Responsible Parenthood Council's (RPC) population education program*. Manila, RPC, 1972, 5 p.

The population education program, which is a part of the larger Responsible Parenthood Program, is specifically designed for the non-school adult

population of the rural areas. A description is given of the program contents which comprise separate seminars for opinion leaders and fieldworkers at the provincial, municipal, and barrio (village) levels. Program design, quality control, and program status are summarized.

15-21: Song, Sang Whan, Sook Bang and Jae Mo Yang

*Use of mother's class in promoting IUD acceptance and its effectiveness*. Seoul, Korea, Department of Preventive Medicine and Public Health, College of Medicine, Yonsei University, 10 p.

The results of a study conducted during 1965-1966 that used mothers' classes for the promotion of IUD's in Koyang County, Korea, are described. Mothers' classes were organized in the villages as an educational program for the public with proper educational materials both to offset rumors and to create a favorable and supportive atmosphere for the acceptance and retention of the IUD. Frank comparisons between the drawbacks of the IUD and the actual alternatives to its continued use are seen to have increased the number of satisfied IUD users in the community. Sample selection and study procedure are also summarized.

15-22: Tehran, University, Faculty of Social Sciences and Cooperatives, Institute for Social Studies and Research, Section of Demography

*Report on the study of the impact of literacy and education on fertility and family planning by K.A.P. method in city of Tehran and city of Isfahan*. Tehran, 1971, 98 p.

The impact of literacy and education on attitudes of married women toward fertility and family planning practice is examined through 1971 KAP surveys conducted in Tehran and Isfahan Cities. Knowledge, attitude, and practice results from Tehran City are reported, and results from Isfahan City are listed in tables.

## Education for Functionaries, Professionals and Leaders

15-23: Alfonso, Herminia M. and Caridad R.H. Castro

*Some leadership studies in the Philippines: implications for family planning communication*. From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 29 p.

A review of some leadership studies is made to relate social, political, and economic findings to family planning leaders. The review focuses on: leadership factors, identification of leaders, characteristics of leaders versus non-leaders, and location of leaders. Leaders in family planning are then identified, and implications for research are presented.



## Social, Cultural, and Psychological Aspects of Family Planning

15-24: Alfonso, Herminia M. and Melina S. Pugne

*An analysis of rumors on contraceptive methods.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 24 p. Rumors that have been associated with various family planning methods and the number and type of rumors recalled by motivators about contraceptives are explored. Relationships between type of rumor recalled and variables pertaining to the motivator, such as social stratification, civil status, religion, education, and occupation, are analyzed. Data are provided by responses to the section on rumors in a 3-page questionnaire administered to family planning motivators in 3 areas.

15-25: Buenafe, J. Alex

*Stereotypes and prejudices in the Philippines: implications for family planning communication.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 9 p.

Stereotypes and prejudices in the Philippines and their relationships to family planning are briefly described. Their possible obstacles to the family planning campaign are considered. Implications are thus derived to show those areas within the scope of stereotypes and prejudices that may need attention in the implementation of the family planning campaign.

15-26: Buenafe, J. Alex

*Superstitious beliefs and practices in the Philippines: implications for family planning communication.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 15 p.

Superstitious beliefs and practices of different regions of the country are presented to indicate the extent of these beliefs. These superstitions are described within the categories of pregnancy, delivery, courtship, marriage, infertility, and menstruation. Suggestions for the use of these beliefs in family planning communication, training of field workers, and research are described.

15-27: Jaco, Daniel E.

*Family planning: elements in the communication of an innovation.* Lexington, Kentucky, Social Welfare Research In-

stitute, University of Kentucky, April 1972, 35 p.

The relationships of mass media and interpersonal communication to family planning behavior are explored. This report, the second in a series, is based on the Northern Kentucky Family Planning Survey of married women, 18-34 years of age, and their husbands. The report is concerned primarily with the awareness, interest, and decision stages of the family planning process.

15-28: Jocano, F. Landa

*The Filipino family: two kinship systems.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 39 p.

The role that the Filipino family plays in the various social and cultural dimensions of community life is discussed, and the Filipino concept of the family is defined. The family is seen as one of the basic units of Philippine society—with its involvement in local activities affecting all kinds of institutionalized behavior in the rural areas. Part I is a case study on the Malitbog (Bisayas) kinship system, and Part II is a study on the Tagalog kinship system. Both studies describe the structure, characteristics, terms, and relationships of their respective systems.

15-29: Lee, Hoon Koo and Sung Jin Lee  
*Information diffusers in family planning.* From PSYCHOLOGICAL STUDIES IN POPULATION/FAMILY PLANNING, vol. 1, no. 4, May 1973, 20 p.

Active family planning diffusers are identified, their socio-demographic and psychological characteristics analyzed, and their fertility characteristics and birth control behavior described. Socio-demographic background characteristics include residential area, age, educational level, religion, and socio-economic status. The psychological characteristics include value orientation, modernity attitudes, perceived environmental pressure, and attitudes toward family planning. Those elements of fertility behavior considered include knowledge of family planning, number of living children, ideal number of children, boy preference, and husband-wife communication about birth control. Analysis is based on a sample of 132 women from a larger national sample survey of currently married women who are 15-44 years of age.

15-30: Maurer, Kenneth, Rosalinda Rajtaczak and T. Paul Schultz

*Marriage, fertility, and labor force participation of Thai women: an econometric study.* Prepared for the Agency for International Development and the Rockefeller Foundation, Santa Monica, California, Rand, April 1973, 54 p.

Estimates are made on the relationships between several constraints on the en-

vironment within which households function in Thailand and three related forms of "family" behavior, which are: 1) the proportion of women currently married, 2) the average number of children born per woman, and 3) the proportion of women in the non-agricultural labor force. The direct determinants of these three patterns of household decision-making are specified by using economic and demographic logic. The study indicates that fertility cannot be viewed in isolation from the economic constraints that influence the formation and role of the family in Thailand.

15-31: Molnos, Angela

*Cultural information relevant to fertility and its limitation in East Africa.* From PROCEEDINGS OF THE CONFERENCE ON PSYCHOLOGY AND FAMILY PLANNING, Nairobi, Kenya, 1-2 August 1971, 42 p.

The purpose of the author's survey is: 1) to collect data on customs, beliefs, and values related to sex life, marriage, family life, childbearing, traditional contraceptive methods, etc., of selected ethnic groups in East Africa; and 2) to collect information on the complexities of traditional forms and channels of communication. Results are intended for use in training family planning field workers, for family planning communication, and for guidance for policy makers and program planners. Data is being collected through available (mainly published) social anthropological literature and through a questionnaire sent to social anthropologists with field experience in East Africa. This questionnaire is included.

15-32: Pareek, Udai and V. Kothandapani  
*Modernization and attitude toward family size and family planning: analysis of some data from India.* From SOCIAL BIOLOGY, vol. 16, no. 1, 1969, 5 p.

Family-size preferences and attitudes toward birth control in relationship to variables such as caste, ethnicity, occupation, and education are examined. Analysis is based on a survey sample of farmers, factory workers, and urban, but non-industrial workers in India.

15-33: Pugne, Melina S.

*Education and family planning knowledge, attitude and practice in the Philippines.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 22 p.

An overview of the status of Philippine education shows the problems of quality, manpower needs, financial constraints, and student activism facing the educational system. The findings of 9 local surveys on the relationship between education and knowledge, attitude, and practice (KAP) of family planning are reviewed. From these data,



implications are derived for research, development of materials, and training in family planning.

15-34: Rich, William

*Smaller families through social and economic progress.* (monograph no. 7), Washington, D.C., Overseas Development Council, January 1973, 73 p.

This study of development and population growth is written from the perspective of development efforts as a whole, and views family planning programs as only one factor in that totality. The correlation between development variables and fertility, and the various combinations of development policies that can lead to reduction in births are examined. The need to give more attention to the effect of alternative development strategies on birth rates by development planners in the 1970's is the central focus of this study. Possible ways of treating the basic "disease" of poverty are considered and are viewed as the means to create the needed motivation for smaller families. Implications for U.S. policies and those of other rich nations are presented as the means to create the needed motivation for smaller families.

15-35: Simmons, Alan B. and Ramiro Cardona G.

*Family planning in Colombia: changes in attitude and acceptance, 1964-69.* Ottawa, International Development Research Centre, 1973, 30 p.

The stages of family planning adoption in Bogota, Colombia are evaluated. Emphasis is on the period of widespread public discussion and program activity which occurred between 1964 and 1969. Analyses, based on 2 surveys, discuss the role of family planning clinics, changes in knowledge, attitudes, and practices of contraception, degree of fertility decline, and regional differences in family planning adoption.

## Training for IEC Roles

15-36: Ables, Higinio A., and others

*A preliminary proposal for a training program in family communication.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 6 p.

The rationale for two types of training programs—a series of workshops and a series of orientation seminars—is outlined. Purposes, training strategies, pre-training activities, implementation, and evaluation are discussed.

15-37: Herm, Lorraine and Lertlak Sudhipitak

*Support communication plan for the training of health personnel in the National Family Planning Programme of Thailand.* Bangkok, Development Support Communication Service, November 1972, 142 p.

A communication plan for the project, "Training for Health Personnel in the National Family Planning Programme of Thailand," is based on systematic evaluation of past training and communication needs. Also described is a recommended work plan and its projected time sequence. The proposed family planning training is examined in accordance with objectives, curriculum, trainers, trainees, presentation, methodology, environment, equipment, materials, feedback, administration, and outside influences. Reports of field visits to Chayapoom, Kurat, Chumpan, Phungna, Phuket, Khon Kaen, Roi-Et, Kalasin, and Udorn are included.

15-38: Nycander, Gösta

*Family planning in the field: standardized observations of field midwives' working behaviour and analysis of factors affecting the quality and outcome of the Ceylonese field programme.* Colombo, Swedish International Development Agency, 1971, 91 p. Appendix, 37 p.

The purpose of this survey is: 1) to compile a standardized technique for observing, recording, and assessing the midwives' motivational and follow-up interviews of family planning clients; 2) to obtain information from the districts regarding the administrative aspects of family planning activities and to determine whether the midwives' training is adequate; 3) to revisit clients who were thought to be genuinely motivated at the motivational interview in order to evaluate the ultimate outcome of the midwives' work; 4) to determine those factors for non-adoption and discontinuance of contraception and whether they can be modified by new policy decisions and by more efficient administration of the program; and 5) to ascertain those factors which have an impact on the midwives' family planning performance. Two training program schedules for midwives, a description of field midwives' duties, a list of a public health inspector's duties, and a field survey questionnaire with detailed instructions are included in the appendices.

15-39:

*Research, development of materials and training programs for 1973: a special year-end report by the project staff.* Prepared for the UNFPA-UP/IMC-UNESCO Project on Family Planning Communication, Diliman, Quezon City, Institute of Mass Communication, University of the Philippines, 1972, 169 p.

The 1973 programs, training, and administration reports are summarized, and a calendar of family planning communication training of the UNFPA-UP/IMC-UNESCO Family Planning Communication Project is presented. The report also includes: 1) a research design for 5 field experiments with pre-testing of informational-motivational materials in Luzon, Visayas and Mindanao prepared by the Research and Development Committee [45 p.]; 2) a

work plan for the designing, pretesting, and developing of informational-motivational materials based on research and survey findings by the Development of Materials Committee; the materials developed through this work plan will be used for field experiments and for training [23 p.]; and 3) a training program design, curriculum, and syllabi for 11 seminars and workshops by the Training Committee [80 p.].

15-40: United Nations Educational, Scientific and Cultural Organization  
*Experts meeting on training of family planning communicators: final report.* UNESCO, Paris, 16 August 1973, 31 p. Annex, 3 p.

The purpose of the meeting was: 1) to develop model training programs for family planning communicators at various levels, and 2) to foster plans for future UNESCO action in the field of training communicators. The activities, knowledge, and skills required for the family planning field worker are specified, and training methods are outlined. The purpose, objectives, and recommended subject matter of training methods for personnel within family planning agencies but with incidental communication responsibility are included. Objectives and guidelines for orientation and training programs for mass media specialists with major and minor family planning communication responsibilities are presented, with special consideration given to broadcasters and the press. Also outlined are training objectives, techniques, and themes for communicators outside of family planning agencies with influence in the community.

## Development and Production of IEC Materials

15-41: Bautista, Paulina F., and others

*A preliminary proposal for the development of prototype materials in family planning communication.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 6 p.

Fundamental guidelines are presented for the development of effective family planning prototype communication materials, including content and style. Also covered are: source, target audience, medium, and message. Proposed communication materials to be prepared in 1973, as well as the basis for their production, are also briefly described.

15-42: Bautista, Paulina F.

*A study of Filipino values on family life as reflected in Philippine print advertisements: implications for the development of family planning communication materials.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICA-



TION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 17 p.

The contents of 806 advertisements which appeared in 14 Philippine publications in 1966-67 were compared with those appearing in 1971-72 in order to present Filipino values on family life. Relational analysis is presented in terms of: product or service, buying motive (selling appeal), and socio-psychological appeals. This study is intended to provide a working base on which to evolve guidelines for the development of materials for family planning programs.

15-43: Mani, S. B.

*Culture and communication: an argument for audience involvement in family planning materials production.* Prepared for the 10th Annual Workshop on Family Planning Communication, Chicago, Community and Family Study Center, University of Chicago, summer 1972, 25 p.

Among the communication components of a family planning program, the importance of cultural factors, of linguistic backgrounds, and of the relation between symbols and their effects on audiences is stressed. Thus the need is seen of the importance of involving field workers and audiences in the creation and production of IEC materials. Also listed are the problems of designing and producing materials in a central location and their distribution to different regions.

15-44: Yount, Barbara

*Simple writing, planning, development and production of printed family planning communication materials.* Prepared for the Workshops on Family Planning Communication for 1) Information Officers and 2) Supervisors of Field Workers, Tehran, Iran, UNESCO and United Nations Development Programme, in cooperation with the Ministry of Health of the Government of Iran, 2-14 June 1973 and 19-29 June 1973, 20 p.

Those elements to be considered and procedures to be followed in writing, editing, and producing an effective publication are presented. The basic steps entailed are: the message to be communicated, the effective parts of an article, copyreading, proofreading, paste-up, picture selection and cropping, and production processes. Lists of common copyreaders' and proofreaders' marks and their respective explanations, general instructions for preparing copy for the publisher, and layout schedule and instructions are given in the appendices.

## Research and Evaluation

15-45: Black, Timothy

*Institutional checks to family planning.* From FAMILY PLANNING, vol. 21, no. 2, July 1972, 5 p.

Among the disturbing features emerging within the family planning move-

ment, the following subjects are seen as serious obstacles: cumbersome committee management, amateurism, growing entanglement of the medical profession, confusing and inappropriate operating philosophies, belief in organizational omnipotence, and emergence of a too powerful family planning establishment. Solutions to these problems in terms of overhauling existing organizational concepts and of developing forceful and business-like organizations are presented and then examined.

15-46: Ghafoori, T.

*A family planning survey for effective health education.* Iran, Department of Public Health Education, Ministry of Health, May 1970, 22 p.

A survey conducted in nine different parts of Iran is preliminarily reviewed. Since health educators have to impose entirely new ideas upon Iranian families, a preliminary KAP survey was determined to be the most effective means for planning a communication, motivation, and education program. The special questionnaire designed for this study is included. Answers to questions are tabulated, and percentages are provided.

15-47: Klein, Susan F.

*Toward a framework for evaluating health education activities of a family planning program.* From the AMERICAN JOURNAL OF PUBLIC HEALTH, vol. 61, no. 6, June 1971, 14 p.

A systems approach to develop a framework for evaluating the health education activities of a large-scale family planning program is described. The vertical axis of the framework is seen as consisting of 4 components: client recruitment; information-giving for method selection; instruction for method use; and follow-up for continued satisfaction and use. These components are defined in terms of their relationship to the 5-step adoption process which the client usually experiences, which is on the horizontal axis: input, output, effect, effectiveness, and efficiency. A visual representation of the matrix is presented, and a general guide for selecting measures appropriate for a given activity is presented.

15-48: Korean Sociological Association

*Sociological evaluation of the family planning programs and research activities in Korea.* Seoul, Korea, 1972, 341 p.

Report of a seminar by sociologists, government officials, medical doctors, and researchers discusses and evaluates problems involved in family planning, and arrives at some solutions. Also included are: activity and evaluation reports of 1) Korean government family planning programs, 2) KAP surveys, 3) rural and urban family planning action research, 4) the Kyoungsan research activities program, 5) a study on fertility behavior by the Korean Institute for Research in the Behavioral Sciences, and 6) a study on induced abortion. Three research papers on survey analysis, family planning communication,

and sociological approach to fertility behavior are presented. Discussion sessions are also summarized.

15-49: Mercado, Cesar M.

*Research designs to evolve innovative communication approaches in family planning: proposal I.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 20 p.

The general framework of the materials which may be studied in an attempt to evolve innovative communication approaches in family planning is presented. Tables show: 1) general objectives of the study; 2) informational/motivational materials and methods which may be studied; 3) information sources and messages which may be investigated; 4) use of the different materials and methods which need to be evaluated; and 5) different groups which may serve as target audiences. Fifteen hypotheses are listed which may serve as useful links in presenting the research design for this study. Also included are general research designs for studying the relative effectiveness of the different informational/motivational materials and/or methods in changing knowledge, beliefs, attitudes, and practice of family planning.

15-50: Porapakkham, Yawarat, Peter J.

Donaldson and Boonlert Leoprapi  
*An introduction to the Thai field worker evaluation project: working paper no. 1.* Bangkok, Institute for Population and Social Research, Mahidol University, 1972 (?), 19 p.

The relative effectiveness and performance of different types of family planning field workers in Thailand's National Family Planning Project are examined. The report discusses the rationalizations for the project and provides a brief overview of the characteristics of the women served by field workers. A presentation of the material already collected will appear in a second report to be issued at a later date.

15-51: Sampoerno, Does, and others

*Some aspects and opinions of visitors to the family planning exhibition and other visitors to the Djakarta Fair 1969.* Jakarta, Bureau of Family Planning, Jakarta Metropolitan Health Department, 1970 (?), 6 p. Tables, 5 p.

The attitudes and opinions of adult visitors to the 1969 Djakarta Fair and to the Family Planning Exhibition specifically are reported. Analysis is based on observations and interviews by trained personnel, on aspects such as: target audiences; the exhibition's location; the visitors' information recall about the exhibits; and their attitudes and opinions toward family planning. Based on this study, different ways to improve future exhibitions are suggested.



## Assistance for IEC Activities

15-52: Hankinson, Richard, comp.

*Agencies and organisations working in the international population assistance field: summary information guide no. 2.* Paris, Development Centre of the Organisation for Economic Co-operation and Development, 1973, 115 p.

This summary information guide is intended to serve as an introduction to the agencies and organizations working in the international population assistance field. The guide gives a brief outline of the agencies' specific fields of interest, the kinds of assistance they offer, and an indication of the size of their present assistance program. Organizations are grouped into the categories: government agencies and organizations, United Nations and their specialized agencies, other inter-governmental organizations, non-governmental organizations, private organizations, and other service organizations. A list of abbreviations and acronyms, and an index of names of organizations are included.

15-53: Horowitz, Blanche and Kathryn Speert

*Proceedings of the fifth annual conference of the Association for Population/Family Planning Libraries and Information Centers (APLIC)*, Chapel Hill, Carolina Population Center, University of North Carolina, December 1972, 140 p.

In addition to describing the annual conference/workshop on library and information needs and services in the population/family planning field, the report includes summaries of papers for the panel. Subjects covered include: information and education in the U.S. family planning program, communication program planning, international program planning, and development of communication materials. Summary reports of workshops on library methods of information retrieval, hierarchical indexing vocabulary, and computer usage are also included. A 12-page bibliography, evaluation and participant reaction report, and APLIC's bylaws are appended.

15-54: United Nations, Economic Commission for Asia and the Far East, Secretariat

*A proposal for the systematic collection and dissemination of information on population.* Prepared for Second Asian Population Conference, Tokyo, ECAFE, 1-13 November 1972, 10 p.

Systematic collection and distribution of information based on specific needs of the ECAFE region are described. Coordination of a network of clearing-houses on a national level, with information being collected at the beginning of the project, is proposed for the implementation of the system.

## Information Sources and Bibliographies

15-55:

*An annotated bibliography of studies on the population of Taiwan.* Taichung,

Taiwan Committee on Family Planning, June 1973, 57 p.

Population trends in Taiwan and analyses of family planning programs in their social and demographic settings are included in this bibliography. The approximate listing of 250 articles and books in English cover the last 10 years.

15-56: de Jesus, Emilinda V. and Aida B. Pecãna

*A guide to the UNFPA-UP/IMC-UNESCO project collection on population and family planning.* From UNFPA-UP/IMC-UNESCO PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: FIFTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, September-October 1972, 29 p.

The bibliography consists of documents and books acquired as of September-October 1972. Acquisitions are categorized under headings: research—general, and by country; training—general, and by country; information campaign materials; and periodicals. A selective index to periodicals available at the IMC-UNESCO project collection lists articles on family planning communication and related subjects published in 1969-1971. Headings include: abortion, acceptor-characteristics, biological research, birth rates—statistics, contraceptive methods, family planning association, family planning programs, family, fertility, *Humanae Vitae* (Encyclical), ecology, etc.

15-57: Marden, Parker G.

*Additional audiotapes on population issues.* From TEACHING NOTES ON POPULATION, vol. III, spring/summer 1973, 10 p.

Twenty-three audiotapes from 2 particular distributors that are of relevance to teachers of population studies are listed. Catalog descriptions, length, cost and source of tapes are provided. Audiotapes are categorized under headings: 1) population, resources and the quality of life; 2) cities and urbanization; 3) immigration and migration; and 4) population control and abortion. This is the second part of the inventory of audiotapes listed in the 1973 fall/winter issue of "Teaching Notes."

15-58: Marden, Parker G.

*Audiotapes on population issues.* From TEACHING NOTES ON POPULATION, vol. II, fall/winter 1973, 18 p.

Sixty-six available audiotapes and film-strip/tape units are listed that are of direct relevance to college teachers concerned with instruction in population problems. Catalog description, length, cost, and some technical details for each tape are provided. Sources for the audiotapes are given, and the reader is advised to go to original sources for more information on ordering. Audiotape titles are categorized under headings: 1) ecology, the environment, and population; 2) human reproduction, fertility, and birth control; 3) migration and urbanization; and 4) general (miscellaneous).

THE EAST-WEST CENTER is a national education institution established in Hawaii by the United States Congress in 1960. Formally known as "The Center for Cultural and Technical Interchange Between East and West," the federally-funded Center is administered in cooperation with the University of Hawaii. Its mandated goal is "to promote better relations between the United States and the nations of Asia and the Pacific through cooperative study, training, and research."

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